



As you approach Patriot Lanes, care is evident. The parking lot is clean of debris, handicapped parking is clearly marked, the grass and shrubs are manicured and landscaping complements the facility. There is adequate signage for the center visible from the street and directional signage is strategically placed on post directing the customer to the center.

The bowling center was designed for the enjoyment of bowlers of all skill levels and provides a family-oriented environment.

Patriot Lanes Bowling Center is adequate in size to meet market demand and includes the following:

- Reception center with central PA/audio system
- Game room

- Play center
- Lounge
- Pro shop
- 52 lanes
- Locker room
- Rest rooms
- Mechanic and maintenance area
- Snack bar
- Administrative area
- Concourse
- Meeting room/party room

The center is cleaned daily. Maintenance is programmed and scheduled. The capitol purchase and minor repairs budget is 100 percent executed each year and planned for a 5-year period.

RECEPTION DESK



The reception desk is situated centrally to view the bowling center and to welcome and greet the bowlers as they enter the facility.

This is the first initial contact the bowler has with the center and the attendants are well trained in customer service. The staff wears name tags and [uniforms with center logo](#). Efficient service for transactions, payment of fees and telephone inquiries are standard. Their focus is to make the customer feel welcome and to provide information about:

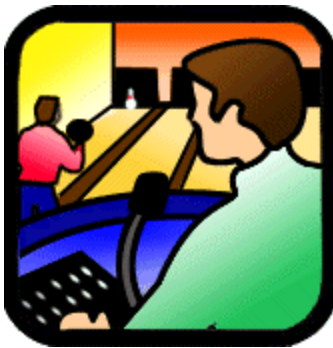
- Lane fees

- Rental fees
- Leagues
- Tournaments
- Special events
- Open bowling
- Specials the center is offering
- Play area and schedule

The Point of Sale (POS) is [RecTrac!](#) This is a management information system with a graphical user interface. The system includes POS hardware. RecTrac! performs the following functions:

- Management reporting
- Inventory management

RECEPTION DESK OPERATOR



The reception desk operator is Patriot Lane's ambassador and provides customers their first impression. The operator must be well groomed with a customer-friendly personality. The reception center is a fast-paced area and there is a large variety of duties, some of which are to:

- Greet customers by name and rank if possible
- Tell of center's services and any current special pricing or discounts
- Assign lanes and collect fees
- Rent shoes and lockers
- Notify mechanic of any stoppages or failures of equipment

- Make PA announcements of services offered and to recognize superior performance by current bowlers
- Monitor all lanes
- Provide information on leagues and monitor sign-up sheets
- Be responsible for maintaining a clean and orderly center
- Help out in other areas of the center if needed

HOUSE BALLS AND SHOES



[House balls](#) and [rental shoes](#) are purchased from the Air Force Non-appropriated Fund Purchasing Office (AFNAFPO) and are part of the Essential Products Program.

House balls are stored behind the bowler and out of view from the rest of the center. There are [ball cleaners](#) strategically located along the concourse for the convenience of the customer. All sizes of rental shoes are available, for both men and women, at the reception center. Shoes are kept in good repair, cleaned weekly, deodorized and sanitized after each use. Shoelaces are checked after each use and replaced as needed.

LANES



[Synthetic lanes](#) are used to reduce maintenance requirements and increase lane life expectancy. They are inspected and certified by the [American Bowling Congress \(ABC\)/Women's International Bowling Congress \(WIBC\)](#) once a year. The lanes are reinspected and recertified if any of the following occurs:

- Synthetic overlays installed
- Lanes added
- Lanes, lane sections, pin decks or pinsetters replaced

[Retractable bumpers](#) are in place for the very young or very inexperienced and special equipment for the physically challenged is available upon request. [Foul detectors](#) are in place.

Lane markings are used to mark the approach and to serve as a guide for targeting. At the approach there are 2 rows of dots. The back row is 15 feet away from the foul line and the front is 12 feet away. There are seven arrows or sighting targets embedded in the lane, which help the player align the starting position on the approach with the ball path to the pocket.

BOWLING ETIQUETTE



New bowlers are given a copy of the ABC/WIBC [“Bowlers Guide”](#) pamphlet. In addition to a manners and common sense section, the pamphlet provides a section on the history of bowling, [Young American Bowling Alliance](#) (YABA) and ABC/WIBC. The pamphlet also provides some good basic knowledge for the beginning bowler as well as sections for lefthanders, juniors and seniors. This pamphlet is provided in the beginner lessons, all clinics, and available for league members.

SCORING EQUIPMENT



[Automatic scoring equipment](#) is used which includes 27-inch overhead monitors with 122-channel capability with

local, cable and [satellite TV](#), a full [graphics package](#), games package, video recording for filming events and instant playback for the bowler's enjoyment. The system is used extensively for video merchandising which promotes:

- Food and beverage sales
- League events
- Advertising sponsorships
- Birthday parties
- Game room activities
- Equipment sales
- Playroom
- Tournaments
- Other MWR activities

The [console](#) is equipped with an intercom to communicate with the reception desk and the snack bar. Food and beverages may be ordered from the console. However, food and beverage are not taken into the immediate bowling area.

SPECIAL EVENTS



Patriot Lanes host an array of special events each day to suit the guests' interests and promote total family entertainment.

[Glow bowling](#) attracts single soldiers and an overall younger customer. Open glow bowling is featured after league play and on family days.

Open bowling at Patriot Lanes is 70 percent of the center's patronage. The following promotes open bowling:

- The center easily converts to a high-energy entertainment center with laser lights and glow bowling which includes:
 - [Fluorescent masking units](#) with changeable panels
 - Ultraviolet pins and balls
 - Ultraviolet surfaces, i.e. walls and lanes
 - A special effects lighting package
 - Complete state-of-the-art sound system
 - A fog machine
- Family Day is on Sunday afternoon with value-added specials for the entire family.
- Party packages are available and holidays have their own special offerings.

LEAGUES/TOURNAMENTS



A wide variety of leagues is offered. There is a league with common elements to fit everyone's interests such as mixed, senior, junior, bumper, and late night high-energy leagues. Since it is becoming increasingly difficult for bowlers to commit to long league schedules, in addition to summer and winter leagues, short season leagues are offered. To attract more league participants and generate revenue, value added packages are used. Packages may include:

- Food Items
- Shoe rentals
- End of season parties
- Prizes
- Merchandise items geared to the league members interest such as:
 - CDs or software for junior league bowlers

- Bowling balls for adult leagues
- Awards and/or trophies

The bowling manager, assistant manager and/or league coordinator meets and mixes with each league on a regular schedule. Management actively recruits leagues by:

- Contacting league officers to obtain new contracts for each season
- A call-back program developed from current and prior league rosters
- Contacting schools for participation
- Encouraging units to compete against each other
- Lane-to-lane solicitation
 - Solicitation from the:
 - Retiree association
 - Wives clubs
 - Authorized DOD tenant organizations

In addition to the center's regular tournaments, bids are placed to host outside tournaments in accordance with AR 215-1, chapter 8, section 7, paragraph b(4), which may include:

- Special Olympics
- Regional, State, and Local Tournaments
- YABA Tournaments
- Army Bowling Trials

LESSONS/COACHING



There is a range of both group and individual lessons available for beginner through advanced bowlers. To introduce more bowlers to the sport of bowling, a heavier

concentration of lessons is given in the beginner and youth market.

A [USA Bowling certified coach](#), silver level and a Junior Olympic Certified Level II coach are on staff.

PRO SHOP



The pro shop carries a distinctive product line of brand name apparel and equipment. An annual purchasing plan is prepared as a guide for purchasing merchandise. The merchandise accommodates the needs and diversity of the customers. Apparel and equipment are professionally displayed and marked with price tags. The pro shop uses [merchandise racks](#) that facilitate the ease of changing and rotating displays.

The sales mix is consistent with market demand.

Sales Mix:

- Balls
- Apparel
- Shoes
- Bags
- Other

Additionally these services are available in the pro shop:

- [Ball drilling](#)
- Ball fitting
- Ball plugging

- Ball resurfacing
- Individual or group lessons with the centers certified instructors

The pro shop manager is certified by the [International Bowling Pro Shop Instructor Association](#). The staff is informed and able to answer questions about equipment, apparel, equipment maintenance, leagues, tournaments and lessons. Employees are schooled in greeting each bowler or guest with a smile and addressing them by rank and name.

FOOD



[Strike Zone](#), an Army food and beverage concept, is in place at the Bowling Center. This standard concept is available to all installations and provides a complete package including standard decor, menu and recipes. The Strike Zone offers a variety of sandwiches and hot items, for breakfast, lunch, dinner and late night bowlers. The [menu](#) is revised quarterly for food offerings and prices. [The Joint Services Prime Vendor Program](#) is used.

The Strike Zone is counter service, however during the busiest play time a server is provided. Also, food or beverage may be ordered from the console. Food and beverage service is quick, efficient and selection is based on market demand. Concentration is on the fast-paced needs of the bowler.

In-center parties may be catered with food service being provided from the Strike Zone.

LOUNGE



A full-service lounge is provided for the bowler to relax and enjoy their favorite beverage before or after bowling. [Satellite TV](#) is available, and major sports games are shown in the lounge. Food service is provided by the Strike Zone.

Coin-operated billiard tables are a popular addition for the enjoyment of the patron who is an avid billiard player or just passing time waiting for a bowling lane to become available. Other amusement machines include:

- Electronic dart boards
- Juke box
- Bar top video games

Billiard tournaments and electronic dart tournaments are regularly scheduled.

GAME ROOM



This area contains the latest video games which are rotated quarterly. The mix of action videos, pinball, and cranes is carefully monitored for amount of play and revenue generated. A contract between a local electronic machine vendor and the Installation Morale Welfare and Recreation provides state-of-the-art equipment for Patriot Lanes.

The game room is easily monitored from the reception center with security video cameras.

PLAYROOM



On-site child care services are available through the Child Development Services, (CDS) Short Term Alternative Child Care Program operated by the Supplemental Programs and Services Director or the CDS coordinator. The CDS ensures that service is in accordance with AR 608-10 and monitored by CDS management personnel. This service is for parents who are on site participating in bowling and is paid by the parent. Paid care-giving personnel are provided through CDS and are available for league play.

The play area is of an adequate size for the children allowing room for freedom of movement and play. The installation fire marshal, safety officer, and the community health nurse approve the space for child care use. A viewing panel provides parents the opportunity to observe activities within the room.

The equipment, toys and furnishings are kept at a high level of cleanliness and approved by CDS. Activities are appropriate to the ages of children in care and planned to accommodate frequent arrivals and departures.

LOCKERS/REST ROOMS/ JANITOR'S CLOSET



Lockers are heavy duty construction measuring 30" wide by 24" deep and 78" high. They have a durable mar-resistant finish. There are 76 locker units with 5 individual lockers per unit which provides 380 lockers for the 52-lane center. Lockers are rented on a yearly or monthly basis. An area near the lockers is provided for the bowler to change shoes. Rest rooms are well lighted, with

ceramic tile floors and walls. All fixtures are recessed for durability.

The janitor's closet and equipment is clean at all times. There is a deep sink and adequate shelves for storing paper supplies and cleaning products.

INFORMATION



Information regarding upcoming events, tournaments, leagues, center specials, rates, hours of operation, policies, etc., is [prominently displayed](#). All advertisements, signs and promotional materials are current, of high quality and produced by the Marketing Division. An [electronic message system](#) displays information about the center and other MWR activities.

An intercom, with an auxiliary music system, is used for communicating with the center's bowlers.